

TO ALL THE JUICY FIELDS EMPLOYEES

It is with regret that I notify you of my decision to resign as CEO from Juicy Fields AG, effective immediately. There are multiple reasons for this decision, the most pressing of which is the unprofessional and cavalier attitude of the management of Juicy Fields AG and Juicy Holdings BV and most importantly, the continual malicious interference of a single individual who continues to dictate to, and influence company decisions made by the owners, which in turn has caused a complete breakdown in trust and proper business protocols. Despite my efforts to create structure, a centralised payment system for employees and vendors and my offer to implement a new platform for e-growers, all of this was eventually blocked by this person and ultimately thereafter the owners. It is extremely disconcerting that these people choose not to listen to sound business advice, which was the very reason that I was hired in the first place, but that they would rather favour this individual. Of equal concern to me is the fact that funds that I have managed to arrange for the payment of salaries and invoices etc, have been intercepted and retained by this one individual who by the way, is the brother of one of the owners.

I cannot therefore in good conscience maintain any further involvement with Juicy Fields AG. I have invested years into my own businesses and the reputation that I currently have will undoubtedly be irreparably damaged if I continue my involvement in Juicy Fields AG.

I will however go out of my way to assist any vendors or employees that haven't been paid by Juicy Fields AG to date. This includes myself as well. I am certain that between all of us we will have sufficient documentary evidence to launch a class action suit against the company owners and in particular, the individual responsible for most of the financial grievances that the company is currently suffering.

I wish you the best of luck going forward.

Regards and stay safe
Willie & the Juicy Fields Team
Juicy Fields AG